

Newsletter

At Missouri State Printing Center we are dedicated to making your printing experience a rewarding journey. Providing our customers with this quarterly newsletter will help to keep you informed of new technology, techniques, and other exciting tips at SPC. Whatever your printing needs may be, we are prepared to meet them. From beginning to end the State Printing staff has the resources and expertise to produce a quality and timely product. Our goal is to make you, as our customer, prepared to return again and again.

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article from

IN-PLANT GRAPHICS

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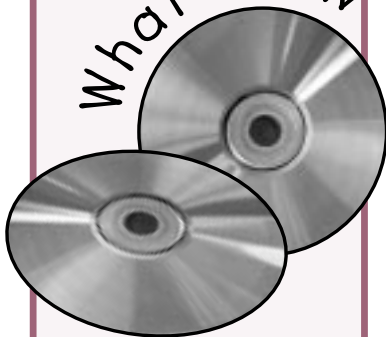
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"Check out our font book in next issue!"

What's New



CD Duplication

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ARE YOUR LASER PRINTERS ON OVERLOAD?

By Gary Judd



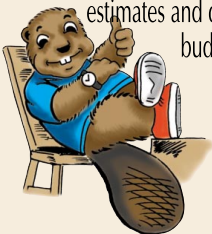
Have you noticed your paper supply to lasers and copiers keeps growing? Do you wonder where all that paper is going? Maybe you should check your laser usage. The convenience of multiple "copies" or documents coming off your office equipment can soon mount up into "big bucks" in both time and material.

Not only do office personnel have to monitor the printing/copying of the job but often there is stapling, collating, folding etc. The cost of laser printed copies can be as high as \$.17 per page depending on the brand, model number and price plan.

The State Printing Center and Quick Copy Centers can efficiently perform these tasks as most of our high-speed printers accomplish these functions automatically.

So the next time you have a multi page project, take into consideration the total cost and time involved. State Printing Center can stretch your budget dollars and give you more time to do important things on your job.

Call your State Printing Service representative for copier estimates and details to get the most of your budget dollars.



Check us out!



Back: Charlene Trusley, Shea Bryant, Dawn Jackson
Middle: Betsy English, Rebecca Threlkeld, Jennifer Bunselmeyer
Front: Supervisor - Sherri Steen

Creative Services is one of the first stops your job makes at the State Printing Center. The Creative Services staff has the experience and knowledge to make your design roll smoothly through the prepress area. From your design to ours, from forms to brochures, from tote bags to display boards, we can make it happen for you. Contact your Printing Service Representative and we'll discuss your project with you! At State Printing Center your goal is our goal.



A Burning Issue...

By Larry Murphy

From time to time you may have needed to create Compact discs (CD). If you have the equipment to do this, the process is not a problem. The equipment probably exists on a computer in your unit, or if you are one of the lucky ones, you have it on your computer. The difficulty with this is, you tie up your computer making multiple CDs, thus losing valuable time spent on other projects.

SPC can solve this problem. We have a CD duplicator capable of creating up to 4 CDs at a time. One client has already requested 300 CDs for a training program, and is planning on ordering more. The potential uses for CDs are only limited by your imagination. You tell us what you need and we help you get it.

For instance, your agency is considering putting construction plans and specifications on a CD for mass distribution or developing promotional material with valuable information for Missouri teenagers or adults. If you are able to create a CD, we can use it as a master for duplication. If you cannot create a master, all you need to do is provide SPC with the documents, art/photos and other items necessary to create the master, and we will do it for you.

CDs can be formatted for PCs and Macintoshes, enabling anyone to use them. The cost to produce each CD is \$3 at SPC. The commercial cost is approximately \$5-\$6 with a minimum purchase of 200 CDs. Our cost includes a multi-colored label printed directly on the CD. We package it in a CShell case which is more durable than the more common jewel cases.

It takes approximately 15 minutes to create four CDs, each containing 640 megabytes (MB) of information. This process includes pre-testing for media integrity, verification of information after creation and the printing of the label. Each CD is rated at the 8X speed.

Contact your Printing Service Representative (PSR) for more information about these services. Your PSR can give you cost and time information based on your specific project.



C Shell case comes with custom printed CD.



Tip #1

Create Outlines

In QuarkXPress 4.1, select your type and choose **Style > Text to Box**. Move type over the selected type, then delete selected type. In Illustrator (not shown), select your type with the Arrow tool. Choose **Type > Create Outlines**.

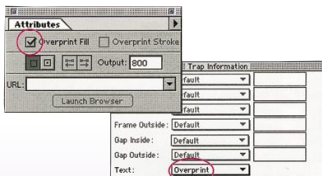
stand out c

stand out
stand out

Problem: In multicolored print projects, tiny gaps appear between colors and black rules, type, and EPS art when printed.

Quick fix: In Illustrator, select all black rules, type or art, choose **Window > Show Attributes**, and click **Overprint Fill** or **Overprint Stroke** check box. In QuarkXPress, select all black rules, type or art, choose **View > Show Trap Information**, and select **Overprint** from the Text list box (figure b).

Illustrator b



Quark

File compatability and completeness

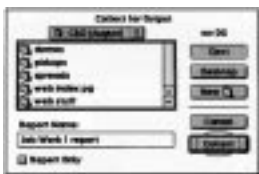
Problem: Your service bureau can't print your document because it doesn't have the same screen and printer fonts as you, or the fonts you provided don't work with its imagesetter.

Quick Fix: Make sure the fonts you provide are PostScript Type 1 and not TruType fonts, system fonts, or "city name" fonts such as Chicago or New York. Or, convert your type to outlines in Illustrator or QuarkXPress (figure c). Just remember to save a copy of your "preconverted" file in case there are corrections later.

What to give to your service bureau

1. Provide your service bureau all files on a clean disk having nothing else on it. Also provide complete information about these files. The **Collect for Output** command in QuarkXPress copies the document and its associated files into a single folder. It also creates a report describing your document (figure d). Also include a laser printout of your document.

d



2. Check colors by printing color separations and composites and send them as well.
 - Choose **File > Print All Separations**.
 - Choose **File > Print Composite**.
3. Don't send your only file to the service bureau. Make a backup for safekeeping.

Problem: Color images are either fail to print or they print black because they are in RGB format.

Quick fix: Open a Photoshop file, choose **Image > Mode**, and make sure **CMYK** is selected.

Problem: Missing or unmodified pictures in QuarkXPress files delay your project at the service bureau.

Quick Fix: Choose **File > Collect for Output**, and click **List Pictures**. A **Missing/Modified Pictures** dialog box will appear and will allow you to update missing or modified pictures.

In QuarkXPress, choose **File > Save**. Choose **File > Collect for Output** to open its dialog box. Enter a name for the report in the **Report Name** field. Create a new folder or specify location. Click **Collect**.

Is your document really ready for SPC to print?

Once your project is complete, there's usually little time left for anything but whisking it off to the service bureau. Who has time to check their document? Well, if you want to keep costs down, it's a good idea.

Checking your document, a process sometimes called "preflighting" can save money by giving you opportunities to make your files as small as possible. Overly large files take longer to RIP. Your service bureau's RIP (Raster Image Processor) computer converts each page element into imagesetter dots on film. Your total fee is affected by how long this takes: The larger the file, the higher your bill, which is probably raising some red flags. The following Red Flag Checklist focuses on minimizing file sizes, and on providing usable files to your service bureau. Eventually, you may want to create your own personal checklist, or buy a standalone preflight program that can automate this quality-control process for you.

Red Flag Checklist

Things that increase RIP time and costs

Problem: Image rotated in QuarkXPress take longer to RIP.

Quick fix: Rotate images in Illustrator or Freehand.

Problem: Hidden but undeleted EPS art results in unnecessarily large files.

Quick fix: Choose Windows>Show Pathfinder. Select the art and the mask, then click the crop button in the pathfinder dialog box to delete EPS art outside the masks.

Problem: Art masked in illustrator creates enormous files.

Quick fix: Crop image in PhotoShop.

Problem: RIP time increases because PhotoShop gradients do not have the same colors at both ends.

Quick fix: If any color is used at one end of the gradient's CMYK plate, add a minimum of 1% of that color to the other end. In **figure a**, the cyan was not needed, so it's okay that it shows zeros in both percentage boxes.

Problem: Unneeded colors in QuarkXpress documents increase RIP time.

Quick fix: Choose Edit>Colors. Select each unneeded color, click Delete, then click Save. Red, green and blue will never be used in a print project, so delete them as well. If you try to delete a needed color a warning box will appear.

Problem: Unneeded elements such as art in pasteboard margins, stray points, or transparent boxes increase RIP time.

Quick fix: In Illustrator, choose View>Artwork and select all to find all nonessentials, then delete them.

Quality-control issues

Problem: Extreme thin rules, lines, borders break up when printed.

Quick fix: Increase rule size to at least 0.3 point.

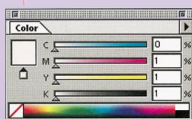
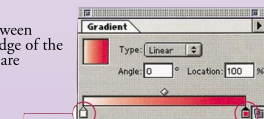
Problem: Images updated in QuarkXPress are out of place.

Quick fix: Reposition image by using the arrow keys, not the Content (Hand) tool. Or you can reposition the image by dragging the picture box's resizing handles.

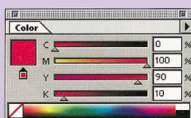
Problem:

Gaps appear between bleeds and the edge of the page after pages are trimmed.

a



Compliments of Dynamic Graphics



Quick fix: Drag the image box at least 1/8 inch beyond your document border and onto the pasteboard whenever you want color or graphics to bleed. Some printers require more than 1/8 inch, so ask us for specific requirements.

Cool Stuff

Article printed in **IN-PLANT GRAPHICS**
September, 2000 issue



A Leader Among Public Servants

After creating Missouri's state printing operation out of several scattered shops, Gary Judd worked tirelessly to grow it into the powerhouse it is today.

by BOB NEUBAUER

PRIOR TO 1980, government printing in the state of Missouri was a bit disorganized. There were 17 scattered print shops, each using outdated equipment.

And then Gary Judd took charge.

Under his leadership, 12 of these in-plants were consolidated into one centralized unit—and that operation has grown from \$1.5 million in sales in its first year to \$7.1 million in fiscal year 1999.

"And we're still growing," remarks Judd, 62, who has served as Missouri's State Printer for the past two decades. He has worked hard to keep the state printing operation up to date with technology. Its offices are networked, and jobs are transferred digitally between its five copy centers. Xerox DocuTech technology has replaced outdated offset duplicators. Judd has expanded the web printing business, and plans to add a new four-color, 20" Didde web. His operation is even preparing to move into variable data printing.

Small Town Roots

All this seems a lifetime away from Judd's humble beginnings in Ottawa, Kan., as the son of a well drilling contractor. Judd had no real interest in printing until a high school "diversified occupation" program sent him to work in the advertising and printing department of Mexico Refractories, which later became Kaiser Aluminum and Chemical Corp. The advertising

manager, Sam Groff, took Judd under his wing and helped spark his interest in printing. Judd went on to attend a local trade school in Mexico, Mo., but kept his job in Kaiser's in-plant. In fact, he worked there for the next 12 years.

In the '60s, Kaiser transferred its printing operation to Oakland, Calif. Not wanting to uproot his family, Judd took a job on the commercial side at a mom-and-pop shop called K&M Printing.

"I learned all the commercial end, from the selling to the production," he recalls. For four and a half years he remained there, running the business when the owner was away.

Then, in 1971, Judd took

a job with the Department of Corrections in Moberly, Mo., where he was put in charge of setting up a book

Gary Judd has grown the state printing operation from \$1.5 million in sales in its first year to \$7.1 million in fiscal year 1999.



bindery. The fact that he had never run a book bindery didn't deter him a bit.

"I visited a couple of book bindery operations and found out what needed to be done," he says. "It was just a matter of going out and procuring the equipment."

Not long after that, Judd was appointed manager of the print shop, where he spent the next six years.

When he heard the state's print buyer was retiring, Judd applied for

his job, and was hired by the state's division of purchasing, in Jefferson City. Once there, though, he was not content to let things run as they always had.

"I set up a users group and saw there was a need for the state to have a centralized printing operation," he says. "So I wrote a master plan and set that up for the state," he adds, matter-of-factly. What he did, in fact, was pave the way for a much stronger, more efficient printing operation that has saved the state millions. In 1999 alone, he estimates, his operation saved \$2.5 million.

Customer Service Is Crucial

One of Judd's primary goals is making customers happy.

"This whole organization prides itself on customer service," he boasts.

Judd has taken pains to make it easier for customers to drop off work. He has set up five quick copy centers around Jefferson City. Customers can drop off even large-run printing jobs at any of these copy centers and they will be picked up, printed in the main plant and delivered back to the copy center.

Judd's involvement in the printing industry is not only local but national. He's a charter member of the National State Publishing Association, where he served as president in 1994. Judd is one of the featured speakers at the association's 24th annual conference this month in Carson City, Nev.

But printing isn't all he thinks about. In his spare time he enjoys fishing, skiing, sports and working with stained glass. He and his wife Becky have three daughters and four grandchildren.

Still, the state printing operation means a lot to Gary Judd.

"I think it's my nature to help people and serve people," he reveals. "I've enjoyed all these years just being able to work with all facets of state government."

IPA

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Submitting Digital Files

There are many ways available to send your digital file for output.

- 2.0 MB floppy disk
- 44 or 88 Syquest
- 100 MB Zip
- CD-ROM or CD-WR
- 128 or 230 mb Magneto-Optical cartridge
- E-Mail (under 5mb limit)
- FTP (500mb limit)

Contact your Customer Service Representative for more information on e-mail and ftp options.

Quick Checklist of Elements to Send

- Check the final laser proofs.
- Include only the latest version of the project's files; remove all other files from the disk.
- Make sure all live, scanned artwork is created and placed at 125 percent or less; make sure all EPS and Tiff files are reduced no more than 25 percent. (note: 100% size is best for placed photos or art)
- Include all screen and printer fonts used in the layout and all imported graphics.
- Print a disk directory and a job report from Extensis Preflight Pro, Markzware FlightCheck, QuarkExpress Collect for Output or Adobe Display Pub Info.
- Include any special instructions required to run your job.
- Include telephone number where you can be reached during the day.
- Before a job is released, it should be checked for problems that could delay its production. This process is known as preflighting. Mistakes caught now will save money and time later. Once a job is handed over to a prepress dept., the clock starts ticking and the rework charges start mounting.
- **Check the text.**
 - Carefully proofread the document.
 - Run spell check on it at least twice.
 - Output laser proofs and have everyone involved read it for typos, grammar and spelling to ensure all previous edits were made.
 - Make the final edits and spell check it twice again. The more eyes and time spent proofreading, the closer to perfect the file will be.



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